

CHAIRMAN'S MESSAGE

主席的話



Professor Wong Yuk-shan, BBS, JP
Chairman
黃玉山教授，銅紫荊星章，太平紳士
主席

Welcome to the 2015-16 Consumer Council Annual Report.

During the reporting year, the 20th Consumers International World Congress was held in Brasilia, Brazil to the theme “Unlocking Consumer Power: A new vision for the global marketplace”. Taking place in November 2015 the quadrennial event saw the confluence of more than 700 consumer leaders, experts and delegates from Governments, civil society organisations and the private sectors with the common goal of driving the global consumer movement to an ever new horizon of development and excellence.

Since the last Congress, held in Hong Kong in 2011, consumer behaviour has experienced a significant technological shift, driven (in part) by a new generation of tech-savvy consumers. Nowadays, online consumer activity ranges from management of personal finances to the research and purchase of goods and services from all over the world, further reducing geographical barriers.

Whilst the advent of globalisation and rapid advancement in technology have provided new and increased business opportunities and consumer choices, they have also given rise to additional challenges in the areas of consumer privacy and vulnerability, product safety, and dispute resolution. Regulation can take longer to enact and even then may struggle to keep up with technological development.

歡迎閱覽2015-16年消費者委員會年報。

回顧本年度，第二十屆國際消費者聯會全球會議在巴西首都巴西利亞圓滿舉行。是次4年一度的盛事，以「釋放消費者力量：環球市場的新視野」為主題。會議於2015年11月舉行，雲集超過700名消費者組織領袖、專家，以及來自政府、民間社會組織和企業的代表聚首一堂，共同探討將全球消費運動帶進卓越發展的嶄新領域。

自從2011年上屆全球會議於香港舉辦至今，在新一代善於應用科技的消費者帶動下，消費行為於技術層面上經歷了重大變遷。現在，網上消費活動進一步打破地理限制，由個人理財服務，乃至蒐集和購買全球各地的產品和服務，各適其適。

雖然全球化與科技的急速發展提供了更多商機和消費選擇，但同時為消費權益如消費者私隱漏洞、產品安全，以及解決爭議等方面帶來新的挑戰。立法規管需時，即使條例實施亦未必能緊貼科技發展的步伐。因此，消費者組織包括

Therefore, consumer organisations like the Consumer Council have to play an even more active role in educating and enabling the consumers to acquire the right concept, knowledge and tools to protect themselves against unfair or even wrongful treatment in all kinds of consumption.

In recent years, significant development in a sharing economy has been observed across the globe. While there have always been collaborative economies involving shared purchases or use of goods, what enables the explosive growth of the sharing economy today is the internet. Barriers to sharing such as time, space, geography, marketing dollars are rendered irrelevant in the digital age of free mobile apps that connect people across continents, cultures, and languages. Despite the success stories of some, there is a raging debate over the economic and social impact of sharing economy businesses. The Council will be closely monitoring market response and exchanging with overseas counterparts to ensure the protection of consumer rights within these new service models.

Sustainable Consumption has risen to the fore recently as an increasingly important and pressing issue in an international context. Results from a survey carried out by the Council indicate that although 40% of local consumers are concerned about and consider their consumption impactful on the environment, approximately 22% showed little or no concern. The Council believes there is an opportunity for Hong Kong to play an important role in demonstrating the compatibility of sustainability and economic development – that neither needs to be compromised for the success of the other, and to achieve win-win situation. To capture this opportunity, a committed partnership approach involving all stakeholders including the Government, businesses, and consumers, is required.

The Council is committed to our role in this important partnership and will direct more efforts towards advocating and promoting key Sustainable Consumption messages and encouraging necessary changes to consumer behaviour by leveraging international developments and local government policies. In addition, the Council will continue our support for Government's strategic policies in response to technological advances in the use of the internet by consumers as a research, purchasing and engagement platform. By including Sustainable Consumption aspects in all of our testing and survey projects, the Council aims to provide information and encourage more informed and considered decisions. By enhancing consumers' awareness and understanding of green / ecolabels, we will empower them to make informed product choices.

本會，必須在消費者教育上扮演更主動的角色，令他們掌握正確的概念、知識和方法，當遭受不公平對待甚或遇上不良營商手法時，能夠保護自己免受損害。

近年來，共享經濟在全球的顯著發展有目共睹。雖然共享採購或使用商品的合作經濟模式存在已久，但互聯網促使共享經濟在今天產生爆炸性的增長。一些對共享經濟構成的障礙，例如時間、空間、地理、貨幣等，在數碼時代已經不足掛齒。如今，手機應用程式跨越地域、文化和語言，將人與人聯繫起來。儘管有成功的案例，共享經濟對經濟和社會的影響力仍然引起不少爭議。本會將密切關注市場動向，並與海外合作伙伴交流，以確保消費者權益在這些新興服務模式中得到保障。

可持續消費近年已在國際層面成為日趨重要和迫切的議題。本會早前進行的一項調查顯示，儘管有40%的消費者關注其消費對環境的影響，約22%表示很少或全無關注。本會認為，香港可藉此機遇，展示可持續性發展和經濟發展能兼容不悖——即毋須犧牲任何一方的利益而達至共贏的局面。能否把握良機依賴所有持份者，包括政府、商界和消費者攜手努力，各盡其職。

消委會致力在這重要的伙伴關係中擔當起我們的角色，並將調配更多資源倡議推廣可持續消費訊息，藉助全球發展及港府政策，促進消費者在行為上作出必要的改變。此外，本會將繼續支持政府制訂政策，以應對在科技進步下，消費者把互聯網作為資料搜集、購物，以及互動的平台。本會在所有測試和調查報告中都加入可持續消費的資訊，鼓勵消費者作出更加理智的決定。同時，本會也致力提高消費者對綠色/生態標籤的認知和理解，幫助他們作出明智的產品選擇。





The Council earnestly hopes that collaborative efforts among the Government, industry leaders, and trade associations to devise and implement incentive schemes designed to improve affordability and availability of sustainable products. Additionally, we welcome the Government to introduce new measures in support of recycling, repair, and maintenance businesses and services. These, we believe, will greatly support the initial and continued development of a Sustainable Consumption culture.

Hong Kong has long been one of the freest economies in the world. Although competition has been deeply rooted in our business sectors, we should neither take its existence for granted, nor assume it comes to us naturally. After 20 years of advocacy and as one of the major contributors to the establishment of the Competition Commission, the Council is pleased to see the introduction of competition law in Hong Kong. The Competition Ordinance was brought into full operation on 14 December 2015. The “first conduct rule” of the Ordinance prohibits the making of anti-competitive agreements among undertakings, for example, price-fixing and bid-rigging, etc. The “second conduct rule” prohibits undertakings from abusing substantial market power to harm competition.

Where competition is strong, productivity is strong. In order to increase productivity, a business must become more efficient and innovative in meeting the ever-changing needs of consumers. The introduction of the Ordinance not only strengthens consumer protection and choice but also fosters a fairer and healthier business environment conducive to growth. The Council looks forward to working closely with the Competition Commission in support of the new law.

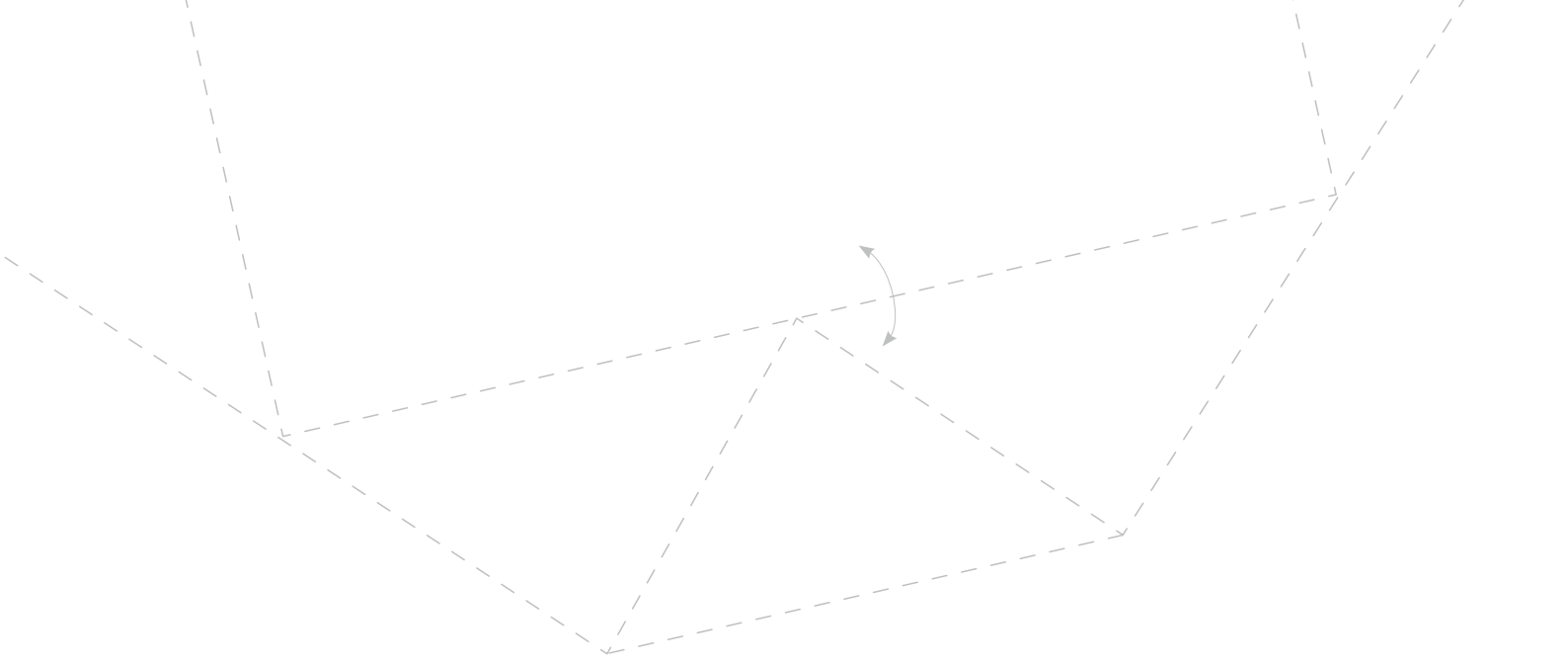
Our Council Members are the driving force behind the Council’s contributions to the Hong Kong community and I take this opportunity to extend heartfelt thanks to retired Members, including Mr Chapman CHAN Chor-man, Dr David CHUNG Wai-keung and Mr Alvin WONG Tak-wai. Our sincere gratitude also goes to retired Co-opted Members Ms Constance CHOY Hok-man, Mr Danie I C LAM, BBS, JP, Mr Edmond LAM King-fung, Mr Fred LI Wah-ming, SBS, JP,

本會期望政府、工商界領袖及行業協會能通力合作，設計及實施獎勵機制，推出更多價格上可負擔、並可供選擇的可持續產品。此外，我們歡迎政府引入新措施，支持循環再造、維修及保養服務。我們相信這些措施將有助啟動及延續可持續消費文化。

長久以來，香港是世界上最自由的經濟體系之一。儘管競爭的概念深深紮根本港工商界，但我們不應該視之為理所當然，或認為它自然而生。本會作為倡議香港引入競爭條例的先驅，經過20年的努力不懈，喜見競爭法在本港終於落地生根。競爭條例於2015年12月14日全面實施，其「第一行為守則」禁止業務實體訂立反競爭協議，包括合謀定價、進行圍標等；「第二行為守則」禁止具有相當市場權勢的業務實體濫用其影響力損害競爭。

競爭有利於刺激生產。為了提高生產力，企業必須不斷提升效率及創意，以滿足消費者不斷轉變的需求。引入競爭條例不但加強對消費者的保障，提供更多選擇，亦能建構更公平及更健康的商營環境。本會期待與競爭事務委員會緊密合作，以支持新法例的推行。

我們的委員是本會能為社會作出貢獻的原動力。我僅此向卸任的委員致以衷心的謝意，包括陳楚文先生、鍾偉強博士和黃德偉先生。我們亦要向為本會發展貢獻良多的卸任增選委員致敬，他們包括蔡學雯律師、林濬先生，銅紫荊星章，太平紳士、林勁豐律師、李華明先生，銀紫荊星章，太平紳士，以及黃繼兒先生。另外，我亦藉此



and Mr Stephen WONG Kai-yi. They have contributed so much to the Council's development. I would also like to take this opportunity to welcome new Members to the Council, namely Dr Jason CHAN Kai-yue, Mr Marvin HSU Tsun-fai, and Mr SHIH Wing-ching, JP; as well as Co-opted Members including Mr Thomas CHENG Kin-hon, MH, Mr LO Pui-yin, Prof. James SHE, and Mr Alvin WONG Tak-wai who has joined us again. The Council looks forward to the fresh perspectives and unique expertise they bring with them to the role.

It would be remiss of me not to give praise to the Council's Chief Executive, Ms Gilly WONG and the staff under her leadership for their dedication and hard work in continuing to build on the Council's strong reputation as protector and advocator of consumer rights.

Finally, I extend my thanks to you, for taking an interest and being a part of the Consumer Council's development journey. The Council will continue to strive to meet the changing needs of our community and will closely monitor market changes to address consumer needs. As consumer affairs globalise, the Council looks forward to furthering our regional and international relationships and exchanges through network like the Consumers International, with a view to on-going enhancement of consumer protection measures in Hong Kong.



Professor Wong Yuk-shan, BBS, JP
Chairman

機會歡迎新上任的委員陳繼宇博士、徐晉暉先生、施永青先生，太平紳士，以及增選委員鄭建韓先生，榮譽勳章、羅沛然大律師、許丕文教授和再次加入本會的黃德偉先生。本會熱切期待他們的加入，為本會帶來不同的觀點與角度和專業知識。

同時，我亦要向本會總幹事黃鳳嫻女士及在她領導下的一眾職員致以由衷的感謝。他們兢兢業業、辛勤奉獻，致力拓展本會作為香港消費者權益捍衛者和倡議者的優良聲譽，為他們發聲。

最後，我要感謝各界參與，成就本會的發展。本會將致力迎合社會瞬息萬變的需求，密切留意市場變化以滿足消費者需要。隨著消費活動日趨全球化，本會期望進一步加強地區和國際關係，增進與國際消費者聯會及其他消費者組織的交流，持續完善消費者在本港消費時的保障措施。



黃玉山教授，銅紫荊星章，太平紳士
主席



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